ORDER



Orders Order / Rev: 52202 09787867 Alt Order #:

> OBAMA FOR AMERICA Estimate: 1536

Product Desc:

09/25/12 - 10/01/12 Flight Dates:

08/24/12 / 08/24/12 Original Date / Rev:

Order Type: **GENERAL** Fox 30 JAX

Primary AE: Millennium Washington DC

Sales Office: **MNAT** Sales Region: National

Greer Margolis Mitchell Agency Name:

Buying Contact:

Billing Contact:

1010 Wisconsic Ave

Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC Agency Commission: 15%

Advertiser Name: Obama/D/President

> A35+ Demographic:

Product Codes: Presidential Elections

Priority: P-3

Revenue Codes: AGY, POL-CAND, GEN New Business Thru:

Order Separation: 00:00:00

Advertiser External ID:

Agency External ID:

Totals **Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	59	\$8,215.00	\$6,982.75
10/01/12	10/01/12	18	\$2,770.00	\$2,354.50

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	59	\$8,215.00	\$6,982.75	0.00
October 2012	18	\$2,770.00	\$2,354.50	0.00
Totals	77	\$10.985.00	\$9.337.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share	Share	Total
Fox 30 JAX	13%	\$10,985.00
Market	100%	\$84,500.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
EAWS	1%	\$845.00
ETEV	0%	\$0.00
UNKWN	0%	\$0.00
MCM1	1%	\$845.00
WJXT	25%	\$21,125.00
WJXX	8%	\$6,760.00
WTEV	24%	\$20,280.00
WTLV	28%	\$23,660.00

Ln Ch	Start	End	Inventory Code	Break	Start/End	Γime Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 1 WAWS	09/25/12	10/01/12	M-Th 430a-5a	CM	4:30 XM-4:5	9 XM 1111	:30	4	\$10.00 P-2	0.00 NM	4	\$40.00
			Action News @ 4	30a								
NEWS												
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/2	25/12	10/01/12	1111	4	\$10.00	0.00						
2 WAWS	09/25/12	10/01/12	Action News @ 5	a CM	5:00 AM-5:3	80 AM MTWTF	:30	5	\$15.00 P-3	0.00 NM	5	\$75.00
			Action News @ 5	а								
NEWS												

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Fox 30 JAX

Order / Rev: 52202

Advertiser: Obama/D/President

Alt Order #: 09787867 Product Desc: OBAMA FOR AMERICA

Flight Dates: 09/25/12 - 10/01/12 1536

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Da	ays	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
2 WAWS	09/25/1	2 10/01/12	Action News @ 5	-	5:00 AM-5:3	BO AM MTW	/TF	:30	5	\$15.00 P-3	0.00 NM	5	\$75.00
NEWS			Action News @ 5	oa .									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/2		10/01/12	MTWTF	5	\$15.00	0.00	mr.			#00.00 D.0	0.00 NA	_	# 400.00
3 WAWS	09/25/1	2 10/01/12	Action News @ 5 Action News @ 5		5:30 AM-6:0	DO AIVI MI V	/I F	:30	5	\$20.00 P-3	0.00 NM	5	\$100.00
NEWS													
Star Week: 09/2	rt Date	End Date 10/01/12	Weekdays MTWTF	Spots/Week 5	<u>Rate</u> \$20.00	Rating 0.00							
		2 10/01/12	Action News @ 6		6:00 AM-7:0		/TF	:30	2	\$25.00 P-3	0.00 NM	2	\$50.00
			Action News @ 6							4 =0.00		_	*******
NEWS	wt Doto	End Data	Modedovo	Cnoto/Mook	Doto	Doting							
Week: 09/2	rt Date 25/12	End Date 10/01/12	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$25.00	Rating 0.00							
5 WAWS	09/25/1	2 10/01/12	Action News @ 7	a CM	7:00 AM-8:0	OO AM MTW	/TF	:30	5	\$25.00 P-3	0.00 NM	5	\$125.00
EOV ME	NG ACT	N NEWS	Action News @ 7	'a									
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/2		10/01/12	MTWTF	5	\$25.00	0.00							
6 WAWS	09/25/1	2 10/01/12	Action News @ 8		8:00 AM-9:0	OO AM MTW	/TF	:30	5	\$25.00 P-3	0.00 NM	5	\$125.00
FOX MF	RNG ACT	N NEWS	Action News @ 8	sa .									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/2		10/01/12	MTWTF	5	\$25.00	0.00	C			4400 00 D 0	0.00.1114		# 400.00
7 WAWS	09/30/1	2 09/30/12	Su 11a-12p FOX News Sunda	CM av	11:00 AM-1	2:00 PI	5	:30	1	\$120.00 P-3	0.00 NM	1	\$120.00
NEWS			. 071110110 001110	~ <i>,</i>									
	rt Date	End Date	<u>Weekdays</u> S	Spots/Week	Rate	Rating							
Week: 09/2		09/30/12	M-F 10p-1030p	CM	\$120.00 10:00 PM-1	0.00 0:30 PIMTV	/TFSS	:30	2	\$280.00 P-3	0.00 NM	2	\$560.00
	00/20/	0,0.,	M-F 10p-1030p			0.00		.00	_	Ψ=00.00.	0.00	_	φοσοίσο
NEWS	wt Doto	End Data	We alsdove	Cnoto/Mook	Doto	Doting							
Week: 09/2	rt Date 25/12	End Date 10/01/12	Weekdays MTWTFSS	Spots/Week 2	Rate \$280.00	Rating 0.00							
9 WAWS	09/25/1	2 10/01/12	M-F 1030p-11p	CM	10:30 PM-1	1:00 PIMTW	TFSS	:30	3	\$150.00 P-3	0.00 NM	3	\$450.00
NEWS			M-F 1030p-11p										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/2		10/01/12	MTWTFSS	3	\$150.00	0.00							
10 WAWS	09/25/1	2 10/01/12	M-F 9a-10a Dr Phil	CM	9:00 AM-10	:00 AMMTV	/TF	:30	5	\$40.00 P-3	0.00 NM	5	\$200.00
DR.PHII	L		DI PIII										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/2		10/01/12	MTWTF M-F 11a-12p	5 CM	\$40.00	0.00	TT.	.20		\$40.00 D.2	0.00 NIM	-	¢200.00
II WAWS	09/25/1	2 10/01/12	Steve Wilkos	СМ	11:00 AM-1	2.00 PIMI V	/IF	:30	5	\$40.00 P-3	0.00 NM	5	\$200.00
	WILKOS												
Star Week: 09/2	rt Date	End Date 10/01/12	Weekdays MTWTF	Spots/Week 5	Rate \$40.00	Rating 0.00							
		2 10/01/12		CM	12:00 PM-1		/ГF	:30	5	\$40.00 P-3	0.00 NM	5	\$200.00
			Jerry Springer							•			•
	SPRING rt Date	ER End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/2		10/01/12	MTWTF	<u>opots/ </u>	\$40.00	0.00							
13 WAWS	09/25/1	2 10/01/12		CM	1:00 PM-2:0	OO PM MTW	/TF	:30	5	\$40.00 P-3	0.00 NM	5	\$200.00
JEREM'	Y KYI F		Jeremy Kyle										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/2		10/01/12	MTWTF	5	\$40.00	0.00							
14 WAWS	09/25/1	2 10/01/12		CM	2:00 PM-3:0	OO PM MTW	/ΓF	:30	5	\$40.00 P-3	0.00 NM	5	\$200.00

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Mile	Ln Ch	Start	End	Inventory Code	Break	Start/End T	Γime Days	Le	n Spots	Rate Pri	Rtg Type	Spots	Amount
Month Color Colo													
Start Date End Date Weekdays Spots/Week Rate Rating Spots/Week Rate Rating Weekdays Spots/Week Rate Rating Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week Spots/Week Spots/Week Spots/Week Rate Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week	JUDGE	BROWN	/ WE THE F										
To Name					Spots/Week	Rate	Rating						
THE DOCTORS Start Date End Date Weekdays Spots/Week Rate Rating O.00	Week: 09/	/25/12	10/01/12	MTWTF	5	\$40.00	0.00						
Start Date End Date Meekdays Spots/Week Rate Spots/Week Rate Spots/Week Spots/	15 WAWS	09/25/1	2 10/01/12		CM	3:00 PM-4:0	OPM MTWTF-	- :	30 2	\$40.00 P-3	0.00 NM	2	\$80.00
Start Date	THE DO	OCTORS		The Doctors									
Week: 09/25/12 10/01/12 MF-FP-Sp				Weekdays	Spots/Week	Rate	Rating						
Dr. Phil Start Date End Date Weekdays Spots/Week Rate Rating Section													
DR PHIL Start Date End Date Weekdays Spots/Week Rate S50.00 0.0	16 WAWS	09/25/1	2 10/01/12	M-F 4p-5p	CM	4:00 PM-5:0	OPM MTWTF-	- :	30 2	\$50.00 P-3	0.00 NM	2	\$100.00
Start Date End Date Week 99/25/12 1001/12 MF 530 Ptp CM 5:30 PM-6:00 PM MTWT- :30 5 \$50.00 P-3 0.00 NM 5 \$250.00 PM	DD DU			Dr Phil									
Week: 09/25/12 10/01/12 MITWIF- 2 \$50.00 0.00			End Data	Wookdays	Spots/Mook	Poto	Pating						
Trigon T													
Start Date	17 WAWS	09/25/1		M-F 530p-6p	CM	5:30 PM-6:0	0 PM MTWTF-	- :;	30 5	\$50.00 P-3	0.00 NM	5	\$250.00
Start Date End Date Weekdays Spots/Week Rate Spots/Week Spots				Family Feud									
Meek G9/25/12 10/01/12 MFWF- 5 \$50.00 0.00			F. J.D.	M/a alada sa	0	Data	Datie						
18 WAWS 09/25/12					_								
HIMYM Start Date End Date Meekdays Spots/Week S80.00 0.00	_							- :	30 5	\$80.00 P-3	0.00 NM	5	\$400.00
Start Date Week: 09/25/12 09/26/12 X Factor CM 8:00 PM-10:00 PM - W :30 1 \$2,000.00 P-3 0.00 NM 1 \$2,000.00		00,20,	0,0.,			0.00 0.0		•		ψου.σο.: σ	0.00		ψ.σσ.σσ
Week: 09/26/12 10/01/12 MTWTF- 5 \$80.00 0.00													
19 WAWS 09/26/12 20/26/12 X Factor CM 8:00 PM-10:00 PMW :30 1 \$2,000.00 P-3 0.00 NM X Factor X Factor X Factor X Factor Start Date End Date 09/30/12 W 1 \$2,000.00 0.00					_								
X Factor XFACTOR Start Date End Date Weekdays Og/30/12 V Factor CM 8:00 PM-9:00 PM T :30 1 \$900.00 P-3 0.00 NM 1 \$1,100.00 P-3 0.00 NM						· · · · · · · · · · · · · · · · · · ·			20 1	\$2,000,00 B 3	0.00 NM	1	\$2,000,00
XFACTOR Start Date End Date Weekdays Og/30/12 W 1 \$2,000.00 0.00	19 WAWS	09/20/1	2 09/20/12		Civi	0.00 FIVI-10.	00 F W	,	30 I	\$2,000.00 F-3	U.UU INIVI	'	φ2,000.00
Week: 09/24/12 09/30/12 09/30/12 X Factor CM 8:00 PM-9:00 PMT :30 1 \$900.00 P.3 0.00 NM 1 \$900.00	XFACT	OR											
20 WAWS 09/27/12 09/27/12 X Factor													
XFACTOR Start Date End Date Weekdays O9/30/12					-				20 4	\$000 00 B 2	0.00 NIM		# 000 00
XFACTOR Start Date End Date Weekdays Spots/Week Rate Rating 0.00 0.0	20 WAWS	09/27/1	2 09/27/12		CIVI	8:00 PM-9:0	10 PM1	- :,	30 1	\$900.00 P-3	0.00 NM	1	\$900.00
Week: 09/24/12 09/30/12 T 1 \$900.00 0.00 21 WAWS 09/27/12 09/27/12 NFL 1p Singleheader CM 1:00 PM-4:15 PMT :30 1 \$1,100.00 P-3 0.00 NM 1 \$1,100.00 1 \$1,100.00 P-3 0.00 NM 1 \$1,700.00 P-3 0.00 NM 1 \$1,800.00 P-3 0.00 NM 1	XFACT	OR		7 1 40101									
21 WAWS 09/27/12 09/27/12 NFL 1p Singleheader CM 1:00 PM-4:15 PM T :30 1 \$1,100.00 P-3 0.00 NM NFL 1p Singleheader NFL	<u>Sta</u>	rt Date			Spots/Week	Rate	Rating						
NFL GAME 1 Start Date End Date Weekdays O9/30/12					· · · · · · · · · · · · · · · · · · ·								
NFL GAME 1 Start Date End Date Weekdays Spots/Week Rate Rating 0.00 0.00	21 WAWS	09/27/1	2 09/27/12			1:00 PM-4:1	5 PMT	- :	30 1	\$1,100.00 P-3	0.00 NM	1	\$1,100.00
Start Date End Date O9/30/12 O9/30/1	NFL GA	ME 1		NFL IP Singlene	auei								
22 WAWS 09/30/12 09/30/12 NFL 4p Doubleheader CM 4:00 PM-8:00 PM S :30 1 \$1,700.00 P-3 0.00 NM			End Date	Weekdays	Spots/Week	Rate	Rating						
NFL GAME 2 Start Date Start Date O9/30/12	Week: 09/	24/12	09/30/12	T	1	\$1,100.00	0.00						
NFL GAME 2	22 WAWS	09/30/1	2 09/30/12			4:00 PM-8:0	0 PM	S ::	30 1	\$1,700.00 P-3	0.00 NM	1	\$1,700.00
Start Date End Date Weekdays O9/30/12 O9/30/1	NEL GA	MF 2		NFL 4p Doubleh	eader								
Week: 09/24/12 09/30/12 S 1 \$1,700.00 0.00 23 WAWS 10/01/12 10/01/12 10/01/12 Mon Reg 1 CM 8:00 PM-9:00 PM M :30 1 \$1,800.00 P-3 0.00 NM 1 \$1,800.00 P-3 0.00 NM BONES Start Date Week: 10/01/12 10/07/12 M End Date Weekdays M 1 \$1,800.00 0.00 Rating No.00 NM N24 WAWS 09/30/12 09/30/12 09/30/12 Sa-Su 430a-5a Sa-Su 430a-5a Sa-Su 430a-5a CM 430a-5s NEWS 1 :30 1 \$10.00 P-2 0.00 NM 1 \$10.00 P-2 0.00 NM NEWS Start Date End Date Weekdays Spots/Week Rate Rating Rate Rating			End Date	Weekdays	Spots/Week	Rate	Rating						
Mon Reg 1 Start Date End Date Weekdays Spots/Week Rate Rating 0.00													
Start Date End Date Weekdays Spots/Week Rate Rating	23 WAWS	10/01/1	2 10/01/12	-	CM	8:00 PM-9:0	0 PM M	- :	30 1	\$1,800.00 P-3	0.00 NM	1	\$1,800.00
Start Date Week: 10/01/12 End Date 10/07/12 Weekdays M Spots/Week Rate \$1,800.00 Rating 0.00 N24 WAWS 09/30/12 09/30/12 09/30/12 Sa-Su 430a-5a Sa-Su 430a-5a CM 430a-5s 1 :30 1 \$10.00 P-2 0.00 NM 1 \$10.00 P-2 0.00 NM 1 \$10.00 P-2 0.00 NM NEWS Start Date End Date Weekdays Spots/Week Rate Rating	DONES			Mon Reg 1									
Week: 10/01/12 10/07/12 M 1 \$1,800.00 0.00 N24 WAWS 09/30/12 09/30/12 Sa-Su 430a-5a Sa-Su 430a-5a NEWS CM 430a-5s1 :30 1 \$10.00 P-2 0.00 NM 1 \$10.00 P-2 0.00 NM 1 \$10.00 P-2 0.00 NM			End Date	Weekdays	Snots/Week	Rate	Rating						
N24 WAWS 09/30/12 09/30/12 Sa-Su 430a-5a CM 430a-5s 1 :30 1 \$10.00 P-2 0.00 NM 1 \$10.00 P-2 NM NM 1 \$10.00 P-2 NM													
NEWS Start Date End Date Weekdays Spots/Week Rate Rating	N24 WAWS	09/30/1		Sa-Su 430a-5a				1 :	30 1	\$10.00 P-2	0.00 NM	1	\$10.00
Start Date End Date Weekdays Spots/Week Rate Rating	. IF C			Sa-Su 430a-5a									
		rt Data	End Data	Weekdays	Snote/Mock	Poto	Pating						
			10/01/12	1		\$10.00	0.00						